



Quick Notes

from the Idaho Office of Highway Safety

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General Message from the Highway Safety Manager

Hi Highway Safety Partners,

As you read down, you will see a media release about the ITD Board – Idaho Traffic Safety Commission Joint Safety Workshop. This was a most excellent event thanks to the hard work of many, especially the presenters listed. This was also the first meeting of the Toward Zero Deaths Trauma Prevention Advocates. These volunteers represent the medical and emergency response community. They will become local presenters on the tragic social and family costs of trauma, particularly those resulting from traffic crashes. They got to see Pam Holt in action and then meet with her to discuss how they might develop their own Idaho program. We are very excited to see where this might go in the future.

Idaho has suffered 159 traffic deaths through September. Compared to last year at this time, there were 176 fatalities on Idaho's roads. The 3-year average for 2007-2009 was 183. So 159 is moving in the right direction. Unfortunately, the summer months have not given us the reductions that we saw earlier in the year. For June through September, our fatality count was higher than our 3-year average. We need to re-double our efforts to save lives and keep families. We are looking again at what we might do to continue to show progress. Please do the same.

And please, always be a safety ambassador by encouraging people to make smart driving choices every time they get behind the wheel.

Mary

Mom, Dad, can I have the keys?

AAA Idaho, Dave Carlson, Dir. Government and Public Affairs, dave.carlson@aaaaidaho.com

One of the scariest phrases a parent of a teen will ever hear is: "Mom, Dad, can I have the keys?" Picturing your teenager behind the wheel can make you feel worried, excited and anxious. This past summer, AAA clubs throughout the country worked on a new tool to empower parents to get involved with their teen's learning-to-drive process. The announcement of the launch of TeenDriving.AAA.com coincides with National Teen Driver Safety Week, which runs October 17-23.

This state-specific website helps teens and parents understand what both can and should expect as part of the process of getting a license. There's no other site like it. TeenDriving.AAA.com offers answers to these questions and more: What is graduated driver licensing? What is a supervised instruction permit, and what am I required to do to successfully complete it?

The site includes lots of extras like AAA's *Dare to Prepare* workshop and lessons from AAA's *Teaching Your Teens to Drive* coaching program, both of which assist families that are or soon will be learning to drive. There's more in store. Check it out.

This is the second of two teen driving news releases being distributed during National Teen Driver Safety Week.

Final Claims for FFY 2010 Grants and Mobilizations

We have passed September 30, 2010, which was the end of Fiscal Year 2010. If your agency had a grant with us in FFY 2010, please submit the Grant Reimbursement Claim form and Final Evaluation by Monday November 1st. If your agency participating in any enforcement mobilization (overtime or equipment) in FFY 2010, please submit the reimbursement claim forms by Thursday, October 28th. We are excited that more agencies have partnered with us in FFY 2010 than ever before. We appreciate your hard work in keeping our communities safe, and we're looking forward to be partnering with you again in 2011.

ITD Board – Idaho Traffic Safety Commission Joint Safety Workshop

Reducing fatalities and serious injuries on Idaho highways will take more than infrastructure improvements and more than the traditional focus on engineering, education, enforcement and emergency response.

Saving lives will require a cultural shift - a fundamental change in driver behavior, insists Joe Toole, Federal Highway Administration's Associate Administrator for Safety. He was among the authorities who spoke Wednesday at the ITD Board - Idaho Traffic Safety Commission Joint Safety Workshop in Boise.

Toole compared the cultural/behavioral emphasis to the change in smoking since the 1970s - a time when smoking was heavily promoted and socially accepted. A major shift occurred with a report to the surgeon general and the addition of warning labels to cigarette packages.

Sweeping change also is needed to curb the loss of 40,000 people who die annually on America's highways, Toole suggested. Change cannot be mandated from Washington D.C.; it must begin at the grassroots level. And it must start with drivers who, along with highway conditions and vehicles, are three major factors in crashes.

"It's going to take all of us," he said. The loss of 1.3 million people worldwide makes highway safety a global issue; beginning to change it is a local issue.

Toole said Idaho has all the ingredients to reduce highway fatalities, and in fact, realized a 23 percent decline in fatalities from 2008 to 2009. But tragically, there still are too many lives lost in traffic crashes, he emphasized.

A primary seat belt law is one tool lacking in Idaho. Passage of a mandatory seat belt law would give the state access to an additional \$4.3 million in federal funds to combat highway fatalities, the FHWA official added.

He complimented Idaho for its revised Strategic Highway Safety Plan and suggested the state use every

resource available to combat highway deaths.

Highway safety is the Idaho Transportation Department's highest priority, said Deputy Director Scott Stokes. He said the department has built a strong coalition of traffic safety partners who have the expertise and will to move "toward zero deaths."

Although Idaho needs to build highways that are more "forgiving," the greatest factor affecting the state's traffic fatality rate is driver behavior, according to Stokes. He said the safety commission and ITD's Office of Highway Operations and Safety formed 12 specialty teams to address crash causes.

Representatives from half of those teams attended the safety commission meeting to explain the emphasis areas:

- * Aggressive Driving, Sgt. Ted Piche', Lewiston Police Department and chairman of the Law Enforcement Liaison (LEL) program
- * Lane Departure, John Perry, Federal Highway Administration
- * Safety Restraints, Boise Police Officer Kyle Wills
- * Seat belt demonstration, Lance Johnson, FHWA
- * Distracted driving, Phil Liggins, Lewis-Clark State College, Lewiston
- * Impaired driving, Jared Olson, Idaho's Traffic Safety Resource Prosecutor
- * Motorcycle Safety, Stacey Axmaker, Idaho's STAR Motorcycle Safety Director

Pam Holt, a trauma prevention services coordinator from Missouri, delivered one of the most poignant presentations at the joint meeting of the safety commission and Idaho Transportation Board.

The injury prevention coordinator for St. John's Regional Medical Center in St. Louis described the effects of a severe car crash on the human body, effects she and her colleagues deal with on a daily basis.

A vehicle collision results in three crashes, she explains: initial impact of a vehicle when it comes to a sudden stop; the crash of a body inside the vehicle, often with a dashboard or windshield; and the crash of internal organs (including the brain) within an individual's body.

Holt provided first-hand accounts of patients who were not restrained by seat belts and the painful decisions family members sometimes had to make about life support after crashes.

To put annual fatalities into perspective, Holt compared the average of 40,000 highway deaths with the number of baseball fans who typically turn out for a St. Louis Cardinals baseball game -- that's how many people perish each year on U.S. highways, she said.

Holt also explained the cost to society by showing the difference in hospitalization time and length of intensive care unit treatment required for crash victims who wore seat belts compared to those who did not. The difference in costs is born by social service agencies, health care institutions, insurance companies and other motorists (in the form of higher insurance premiums).

From a cost standpoint alone, it makes sense to enact and enforce tough seat belt laws, she suggested. And from a personal perspective, seat belt use could make her job a lot less traumatic.

Check Out the 2010 Thanksgiving Campaign Resources Now

Go to **www.TrafficSafetyMarketing.gov** today or simply click the link below for instant access to the 2010 NHTSA Thanksgiving Travel Campaign Planner. You'll find it jam-packed with promotional tools designed to make holiday enforcement and "Buckle Up America" campaign efforts highly visible — and highly effective.

Buckle up This Thanksgiving

Increase Belt Use, Save More Lives

Visit www.TrafficSafetyMarketing.gov today to learn more.

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